

ABSTRACT

A method and system for authoring templates for personalized video message campaigns in general, and personalized TV commercial campaigns in particular. The invention allows for campaign templates to be authored and edited in such a way that commercials can be automatically generated later on in the process, when the target audience and context are known, while at the same time adhering to the existing (post) production workflows and tools. The invention maintains assembly information for messages in a format that allows easy assembly of variations of commercials at any point in the creation, editing, post-production and delivery process.

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